

Language Ideology in Jakarta Public Space: Indonesian Government Policy on Linguistics Landscape

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Abstract—What is presented as a linguistics landscape in the public space is meaningful to develop language ideology for the community. Public spaces serve to transmit language for the next generation because public space continues to exist forever. The Indonesian government's policy on the linguistics landscape is contained in Law Number 24 Year 2009 on Flags, Languages, State Symbols, and National Anthems. This study discusses the use of language in business institutions in Jakarta, the capital city of Indonesia. The selected business entities are the property of the indigenous and foreign nationals, including those affiliated with overseas companies. Other policies of the Indonesian government are also included, namely Law Number 25 Year 2007 regarding Capital Investment. The results of research on the naming of business institutions indicate that there are weaknesses in the case of language ideology in the public sphere with the non-existence of the rules of language use for foreign-owned enterprises or business institutions affiliated with overseas companies. Weakness is also evident through an analysis of the use of language on the information board indicating the abundant use of mixed or arbitrary forms of interpolation that instead of demonstrating multilingualism, but more likely because of incomprehension or "foolishness". The main suggestion of this research is the revision of the policy of Law 24 Year 2009, especially Article 36 paragraph (3).

Keywords— *Linguistics landscapes, languages in public spaces, government policies, language ideology, and mixed codes.*

I. INTRODUCTION

A language is a tool used by humans to build the social identity and values. In a large community, the statement depicts a very important role. Language must be understood between people who communicate. Without

an understanding of language with each other, there will be no harmonization of communication exist.

Due to the advance of technology in the modern era as it is today, human contacts that "carry" their respective languages are hard to avoid. As a result, language as a means of communication affects each other which ultimately also affects other elements of life. This happens in countries that use more than one language, both in bilingual and multilingual forms.

The social contact of bilingual speakers with other speakers in a multilingual society will result in contacting more than one language in a language situation called language contact. As a result of language contact, various language phenomena, such as diglossia, code switching, and code mixing, can in turn influence the choice of codes or language attitudes of individual and community languages which in some cases reflect how the application of language ideology.

Over the past hundred years, nationality and independence have become a very important political issue throughout the world. In the struggle to establish a different national identity, and to secure independence from colonial rule, the development of a national language often plays an important role. The symbolic value of the national language as a unifying point in the struggle for independence is rapidly appreciated in countries such as Tanzania, where more than 120 languages are spoken. In other multilingual countries, such as China, the Philippines, and Indonesia, where there is a large population that speaks hundreds of different languages, the national language is not only a useful social language and official language but also serves as a symbolic unifying function for these countries (Holmes, 2013).

Indonesia is a country with the diversity of ethnic groups. The diversity of the tribe gave rise to many languages. In order to maintain relations among the tribes, it was agreed that the use of Indonesian language as the

national language or the communication means between tribes. It is a manifestation of the power of language ideology as a unifying nation. However, Indonesia's interaction with other nations also opens the entry of foreign languages. Therefore, the Indonesian society was built into a multilingual society so that on the one side there was also a variety of language attitudes in this country that influenced the language ideology.

II. LITERATURE REVIEW

Steinthal (1833-1899) states "language as a reflection of consciousness". It implies that adequate analysis and reconstruction of language content should be made only by hermeneutical methods. This is sociological perspective, which, being within the context of language, becomes the so-called sociolinguistic domain. Sociolinguistics assumes that language is not just an autonomous, but the heterogeneous system, that language "is adapted to the difference in human activity" (Urs Strässle in Christa Dürscheid, 2012). The figure below shows this.

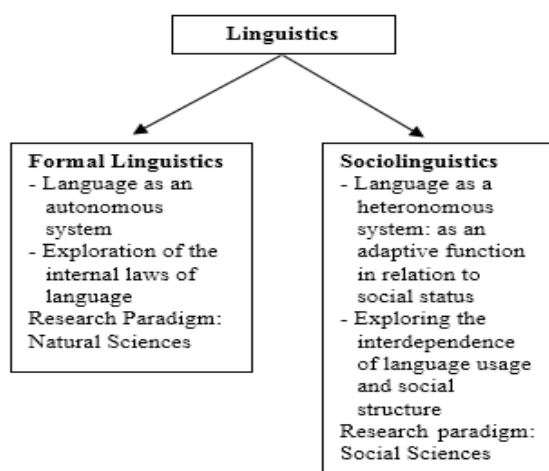


Fig. 1: difference between sociolinguistics and formal linguistics

The object of sociolinguistic research is the social meaning of the language system and its use as described by Dittmar. Meanwhile, Joshua Fishman characterized it into seven sub dimensions which is relevant to the study: (1) who; (2) what the talk; (3) how; (4) with whom; (5) where; (6) under what social circumstances; and (7) with what intentions and consequences. The seven sub dimensions above relate to the things as described in the following table.

Table.1: Seven Sociolinguistics Research Sub Dimensions

Seven Sociolinguistics Research Sub Dimensions		
1.	Social Dimension	Speaker social background
2.	Linguistics	Expressive communication

	Dimension	medium
3.	Interactive Dimension	Intention, communication purpose, social structure
4.	Specific Context Dimension	Spatial, temporal, and situational condition
5.	Evaluatif Dimension	Using and evaluating linguistics method applied
6.	Historical Dimension	History, culture, and regional of the language community
7.	Biography Dimension	Individual history and social of the speaker

According to the above explanation, language ideology is part of sociolinguistic studies. It meets the linguistic, interactive, specific, historical, and biographic dimensions. To study sociolinguistics, an evaluative dimension involving the elements of language within is used.

In the discussion of the ideology of language, many people have a monoglossic ideology, that is, they believe that language should be kept strictly separate. This opinion raises the use of the term to describe the mixing of codes that occur and the form which is considered opposed by them. For example, Franglais (French and English in Quebec), Fragnol (French and Spanish in Argentina), and Spanglish or Tex-Mex (Spanish and English in the United States). However, the presumption of the phenomenon shows a misunderstanding. Wardaugh (2015) considers that what happens here is not a messy mixture of two languages caused by laziness or ignorance, but the advanced knowledge of speakers of both languages who are also very conscious of the norms of society. These norms require that both languages be used in this way so that speakers can show their intimacy or solidarity. The ability to mix code in this way is often a source of pride and a pluralist ideology.

Not only in speaking, such language ideology also tends to appear in the realm of the public domain. Public space is part of the topic of the linguistics setting, which is in the form of signs, billboards, advertisements, and graffiti. The linguistics landscape is not a direct reflection of the official status of the language which used the linguistic diversity that exists in the city, or the relationships between languages. Instead, how language emerges in the public sphere provides evidence of the underlying ideology of certain codes and its speakers (Hélot et al, 2012 in Wardaugh, 2015). The ways in which language is used reflect and influence the perceived value of the speaker (Stroud and Mpendukana 2009 in Wardaugh, 2015).

Although when a country clearly states its language policy, the practicality or actual implementation is

another matter. Spolsky (2004) argues about policies and practices, which are related to belief (ideology) and rules. He observes that the real language policy of a community is more likely to be found in practice than in rules. Actual language practice reveals the language ideology of local people in national language policy. The linguistics landscape provides an excellent means of learning the language ideology, how the person himself evaluates language and multilingualism (Lanza & Woldemariam, 2009 in Akindele, 2011). It is as much as the Botswana language policy and practice.

Research on policy issues and language practices were conducted in Gaborone, the capital of Botswana by Akindele (2011). The study, intended to contribute to the development of government policy, has the goal of demonstrating that the linguistics landscape can provide valuable insights to the Gaborone Botswana language situation. The language situation is a common pattern of language usage, official language policy, general language attitudes, and long-term consequences of language contact. Researchers conducted this work by analyzing the data collected from certain public domains, such as road signs, advertising signs, building names, warning and prohibition notices, billboards, shop signs, informative signs (directions, opening hours) in Gaborone. He compared the data in the order of use of English, Setswana (Botswana national language), and China.

Another study of the linguistics landscape was also performed by Al-Athwary (2017). He studied Arabic and Arabic sign writing in public areas in Yemen (Yemen, Arab monolingual society) that he did with a written multilingual approach. The study was conducted by using qualitative methods to describe and analyze English and Arabic written text of bilingual signs in the linguistics landscape in Sana'a. The study shows that in Yemen, although monolingual, but the use of multilingual in the public sphere is immensely. The most visible form of duplicating and fragmentary writing is used. Overlapping and complementary writing is not much because it may seem complicated and unattractive.

The linguistics landscape can provide useful clues to the frequent gap between official language policy and actual language practice. What regulated by the government through legislation and what occurred on the field very differently (Coupland in Holmes, 2013). If observed, although expressed as a contribution to the development of government policy, but Akindele's research above does not fully emphasize which government policy development direction is intended. In addition, the study of Al-Athwary also did not touch the discussion of the realm of ideology altogether. Therefore, this article discusses the linguistics landscape and

language ideology with the object of public space research in Jakarta in more depth with the aim of evaluating Indonesian government policies and providing input for future policy directions.

III. RESEARCH METHODS

This research was conducted with the consideration that so far that the government has issued a regulation in the form of Law Number 24 the Year 2009 about National Flag, Language and State Symbol, and National Anthem (hereinafter referred to as language law). In the Act, there are several articles governing the use of Indonesian language in the public domain. Article 36 Paragraph (3) states that "Indonesian language shall be used for the names of buildings or buildings, roads, apartments or settlements, offices, commercial complexes, trademarks, business entities, educational institutions, organizations established or owned by Indonesian citizens or (1) and paragraph (3) may use regional or foreign languages if they have historical, cultural, custom, and/or religious values. "On one side, it is mentioned also in Article 38 paragraph (1) Indonesian Language must be used in general signs, road signs, public facilities, banners, and other information tool which is a public places. (2) The use of Indonesian Language as referred to in paragraph (1) may be accompanied by regional and/or foreign languages. Both articles indicate that in essence, certain business entities must apply the Indonesian language in naming. In addition, instructions or other information which is a public service shall also use (or prioritize) the Indonesian language.

This study applies a qualitative methodology with the in-depth observation of existing data. In qualitative methodologies, researchers view systems and individuals holistically and emphasize the meaning of research. Qualitative research requires skill and skills (Miles, Huberman, & Saldaña, 2014 in Taylor, 2016) because the method has not been refined and standardized like other research approaches so it is a historical artifact that requires the formation of conventions to collect and analyze data and in part reflects the nature of method itself. Qualitative researchers are flexible in doing research and encouraged to become experts with their own methods (Mills, 1959 in Taylor, 2016).

Data analysis is performed on the use of the language in the name of the supermarket and the contents of the instruction board or the information. The data are spread out in a table and then observed one by one and compared to one another. Is the name of the supermarket that appears to be Indonesian or foreign languages. Whether the words, phrases, clauses, or sentences in the instruction or information board use in Indonesian or foreign languages. If both appear simultaneously,

whichever comes first and how they fit into the language law.

3.1 Data Collection

The source of this research data in the form of signs and information board in the modern market (supermarket) in the capital of the State of Indonesia, Jakarta. The selected supermarkets are Diamond, Lottemart, Farmers 99 Market, The Foodhall, Hero, Lulu Fresh, Ranch 99 Market, Superindo, TipTop, and Transmart (formerly Carrefour). The collection of this research data is conducted through photo media, either on-the-ground or pick up from certain pages. Data collection is conducted within one month, ie May 20-June 21, 2018. In addition, information on the status of ownership of modern markets as supporting data is also gathered.

3.2 Data Analysis

The data analyzed by synchronized the data gathered in the field with the regulation published by government on language and investment in Indonesia. The writer just focus on these two regulation in interpreting and connecting with code mixing of the signs placed at supermarket and the name of the supermarket themselves.

IV. Results and Discussion

Regarding the naming of business institutions, there are eight supermarkets that use foreign names. The eight supermarkets are Diamond, Farmers 99 Market, Foodhall, HERO, Lottemart, Lulu Fresh, Ranch 99 Market, and Transmart. Diamond is part of PT Diamond Cold Storage which is the forerunner of Diamond Group founded by PT Coca-Cola, the local product under license of Coca-Cola USA. Farmers 99 Market and Ranch 99 Market, both of which are under PT Supra Boga Lestari Tbk. Which first stands is Ranch 99 Market, which is a company with the format of Ranch Ranch 99 Market USA. This supermarket offers qualified products with high-end special markets. A few years later the company decided to expand its segmentation to middle and upper middle class. Then, Farmers 99 Markets was founded. The Foodhall started from SOGO Supermarket under PT Mitra Adiperkasa Tbk. with Herman Bernhard Leopold Mantiri as President Director. He is a former Chief of ABRI General Staff and former Indonesian Ambassador to Singapore.

HERO was founded by Indonesian ethnic Chinese businessman, Muhammad Saleh Kurnia, with his brother, Wu Guo Cheng. However, currently, the largest shareholder of HERO is Mulgrave, a subsidiary of Dairy Farm, Hongkong. Lottemart Indonesia is under the Lottemart company of South Korea founded by Shin Kyuk-Ho. In Indonesia, Lottemart's President Director is

Joseph Buntaran. Lulu Fresh is headquartered in Abu Dhabi, United Arab Emirates, founded by Yussuf Ali, M.A. an ethnic Indian. In Indonesia, President Director of Lulu Fresh is Rajamohan Nair from the United Arab Emirates. Transmart was originally a French-owned retail company. But then Indonesian businessman, Chairul Tanjung, through his company CT Corp. controlled 100% stake in PT Carefour Indonesia and now changed its name to Transmart.

The other two supermarkets, Superindo and TipTop, do not use foreign names. Superindo is owned by Salim Group Indonesia and Ahold Delhaize Netherlands, while TipTop was established and still owned by Indonesian businessman Rusman Maamoer.

Table.2: Ownership of Business Entities

No.	Supermarkets	Founder/Owner/Affiliation/License
1.	Diamond (A)	PT Coca Cola, Licensed of America Coca Cola
2.	Farmers 99 Market (B)	Ranch 99 Market United States franchise format
3.	Hero (C)	Muhammad Saleh Kurnia and Wu Guo Cheng, PT Hero Pusaka Sejati and Mulgrave (Dairy Farm, Hongkong)
4.	Lottemart (B)	South Korea Licence Lottemart
5.	Lulu Fresh (B)	Yussuf Ali, M.A., Abu Dhabi UEA
6.	Ranch 99 Market (C)	Ranch 99 Market United States franchise format
7.	Superindo (A)	Salim Group Indonesia and Ahold Delhaize Belanda
8.	The Foodhall (B)	Starting with SOGO supermarket; PT Mitra Adiperkasa Tbk.
9.	TipTop (B)	Rusman Maamoer
10.	Transmart (B)	Previously owned by France, currently belongs to Chairul Tanjung

In terms of ownership of business entities in Indonesia, the government actually has issued a law two years before the issuance of linguistic legislation, namely Law Number 25 the Year 2007 on Investment. In Article 1 paragraph (3) there is a statement "Foreign investment is an activity of investing to conduct business in the territory of the Republic of Indonesia carried out by foreign investors, whether using foreign capital completely or in association with domestic investors. Subsequently, paragraph (6) A foreign investor is an individual foreign citizen, a foreign business entity, and/or a foreign government investment in the territory of the Republic of Indonesia. Paragraph (8) Foreign capital is capital owned by a foreign country, an individual

foreign citizen, a foreign business entity, a foreign legal entity, and/or an Indonesian legal entity which is partly or wholly owned by a foreign party.

If the linguistic laws and investment laws are aligned for scrutiny, it appears that the linguistic law does not yet regulate linguistic policies for foreign investors establishing business institutions in Indonesia. It appears in bold sections in Article 36 paragraph (3) Indonesian language shall be used for the name of buildings or buildings, roads, apartments or settlements, offices, commercial complexes, trademarks, business establishments, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities. What is set out here is that only Indonesian investors or Indonesian legal entities, while foreign investors are not regulated at all.

Ownership or license of eight supermarkets using foreign names as mentioned above is from abroad. Therefore, if it is associated with the language law, the eight supermarkets do not include violating the language law because the owner or its affiliates are not purely Indonesian. That is precisely the weakness of the Indonesian government in terms of incorporating the underlying ideology of policy because of how policy interacts with practice is not considered. The policy only regulates indigenous financiers (Indonesia), whereas, in practice, the majority of business investors are foreigners or overseas license companies.

Furthermore, regarding the suitability of the contents of the guidance board and information with the language law, from the data presented in the table it is found that there are three groups of supermarkets based on the use of language on the instruction board or information, namely group A: using Indonesian (Diamond and Superindo) ; group B: using Indonesian and foreign languages (Farmers 99 Market, Lottemart, Lulu Fresh, The Foodhall, TipTop, and Transmart); group C: using English (Hero and Ranch 99 Market).

In group B, that is Farmers 99 Market, the sentence “Mohon maaf tidak ada tester untuk buah *exotic* – terima kasih”, (*We are sorry there is no tester for exotic fruit – thanks*) using one English word, that is exotic. The word is united into part of an Indonesian sentence. In Lottemart “*Buah Eksotis*” (Exotic Fruit), phrases include the English form Exotic Fruit, while for “*Boneless Chicken*” phrases and “*Chicken Fillet*” phrases are used English and Indonesian words at once. In addition, *Terima Kasih Telah Berbelanja* (Thank You For Shopping), sentences are also translated into English. In Lulu Fresh, the use of Indonesian and English appear on the words and phrases: *Jus & Susu Segar*, *Puding*, dan *Minuman Dingin* (Fresh Juices & Milk, Pudding, and Cold Drinks), each translated into Fresh Juice & Milk, Dessert, and Cold

Beverage. In The Foodhall supermarket, *The Food Hall Kitchen Dine & get 50% Off on food every Wednesday. More dining privileges.* followed by Indonesian *Dapatkan potongan 50% untuk minimum transaksi Rp100.000; pembelian makanan setiap hari Rabu* (Get 50% off for a minimum of Rp100.000 transaction; purchase of food every Wednesday). Tip Top Supermarket using Arabic in the form of *Asalamualaikum Warahmatullahi Wabarakatuh* in hijaiyah or Arabic letters above the phrase *Selamat datang* (Welcome). They also listed *Bismillahirrahmanirrahim* with the hijaiyah under the sentence of Ayam dan Daging (Meat and Chicken). Finally, in Transmart the use of the Kasir *Keranjang* (Cash Cashier) followed by a translation in English Basket Cashline. In addition, it also appears that in group B is not all supermarkets using two languages in the board instructions and information. Some of them use English only and some use Indonesian language only. The following is shown in table 3.

Table.3: Language Usage in The Information Board

No .	Supermar ket	Signane*	Language Usage
1.	Diamond (A)	Susu (<i>Milk</i>)	Indonesian
		Timbangan (<i>Scales</i>)	Indonesian
		Telur (<i>Egg</i>)	Indonesian
		Roti (<i>Bread</i>)	Indonesian
		Kami memproduksi sayuran daun dan buah organik dengan metode pengelolaan lingkungan (<i>We produce organic fruit and vegetables with environmental management system</i>)	Indonesian
		Harga Murah (<i>Cheap Price</i>)	Indonesian
2.	Farmers 99 Market (B)	Rasakan Khasiatnya (<i>Get the efficacy</i>)	Indonesian
		Farmers 99 Market Fresh and Friendly	English
		Mohon maaf tidak ada tester untuk buah exotic – terima kasih (<i>Sorry, no tester for exotic fruits, thanks</i>)	Indonesian and English
		Garden Fresh	English
		Sea Fresh	English
		Timbangan (<i>Scale</i>)	Indonesian
3.	HERO (C)	Happy Ied Mubarak 1439H	English
		Fruit	English

		Vegetables	English			Lebih Hemat 31 Mei—6 Juni 2018 Ikan Gurame	Indonesian
		Meat	English			Lebih Hemat 31 Mei—6 Juni 2018 Daging Giling Spesial	Indonesian
		Fish	English			Lebih Hemat 31 Mei—6 Juni 2018 Ayam Pejantan	Indonesian
		Cashier	English				
4.	Lottemart (B)	Buah Eksotis (Exotic Fruit) Exotic Fruit	Indonesian and English				
		Fresh Vegetables	English				
No .	Supermarket	Signane*	Language Usage				
		Produk Korea Korean Product	Indonesian				
		Ayam Curah (Broiler)	Indonesian				
		Boneless Dada Ayam (Boneless chicken chest)	Indonesian and English				
		Fillet Ayam (Chicken Fillet)	Indonesian and English				
		Terima Kasih Telah Berbelanja Thank You For Shopping	Indonesian and English				
5.	Lulu Fresh (B)	Fruits and Vegetables	English				
		Exit	English				
		Jus & Susu Segar – Fresh Juice & Milk Yoghurt – Yoghurt Puding – Dessert Minuman Dingin – Cold Beverage Keju-Mentega – Cheese-Butter	Indonesian and English				
		Chasier Express Maximum 10 Items Cash Only	English				
6.	Ranch 99 Market (C)	Ranch 99 Market it’s a balanced life	English				
		Cater Individual Desire	English				
		Meat and Seafood Frenzy 15% Off On Wednesday For All Meat and Seafood Items	English				
		Grilled Station	English				
7.	Superindo (A)	Belanja Ramadhan Paling Murah	Indonesian				

10.	Transmart (B)	Makanan Beku (Frozen Food)	Indonesian
		Pakaian Bayi (Baby Clothes)	Indonesian
		Seragam Sekolah (School Uniform)	Indonesian
		Pakaian Dalam (Underwear)	Indonesian
		Kasir Keranjang Basket Cashline	Indonesian and English
		Jajanan Pasar (traditional snack)	Indonesian
		Roti & Kue (Cake and Bread)	Indonesian
		Produk Olahan (Processed Products)	Indonesian
		Buah-Buahan (Fruits)	Indonesian
		Promo Spesial Hari Ini (Today's Special Promo)	Indonesian
		Garansi termurah setiap hari Kami ganti 2X selisihnya Plus tambahan diskon 10% setiap hari Menggunakan semua jenis kartu kredit Bank Mega (The cheapest guarantee every day We replace 2X the difference Plus an additional 10% discount every day Use all types of Bank Mega credit cards)	Indonesian
		Demi kenyamanan Anda berbelanja kami menyediakan kasir di lantai 1 (For the convenience of your shopping We provide cashiers on the 1st floor)	Indonesian

*Word in the bracket were not shown as a signane.

Group A is said to have complied with the provisions of Law No. 24 the Year 2009. Both have used

the instruction board and information in the Indonesian language. In contrast, group C is categorized as non-compliance with the law as a whole using a foreign language. Meanwhile, group B is partially orderly, using Indonesian language or using Indonesian and English (in the Indonesian language first). However, some of the clues and information from group B are in part still disordered because they use full English or English and Indonesian (proceeded by English).

Why a case of group C and some groups of B exist, which only use English or prefer to use English rather than Indonesian language on the board and its information? It is certainly related to the naming and ownership of the business entities described above. If the supermarket is owned by a foreign investor or is under a foreign license, automatically the tendency to use its international nature is higher than its local awareness. However, it does not close also other possibilities, such as supermarkets that target the market for the upper middle class will be more use of English. This is in line with what happened at Ranch Market 99 which is said to target the market for the upper class.

A foreign language, in this case, English, is plural used as a sign of modernization. It seems to be in line with the format of the supermarket itself which is a modern form of the traditional market. Some peculiarities of the use of foreign languages in this situation can be observed from a sociolinguistic point of view. For example, visible on the sentence We are sorry there is no tester for exotic fruit - thanks in the supermarket Farmer 99 Market. The selection of the word exotic in the sentence can be understood as a code-mixed form. In the real Indonesian language, it has been absorbed and written *eksotik*.

From the above data, in Lottemart, there is also a form of Boneless Dada Ayam and Fillet Ayam phrases. The two phrases show the mixed code for using both English and Indonesian words at once. However, it is interesting that the phrase Boneless Dada Ayam uses an English phrase construct (Boneless Chicken), which is explaining-explained, while the Fillet Ayam phrase is an Indonesian phrase construct, which is explained-explaining. That is, there is no rule for the author as to what the translation of the phrase. Everything is done with an arbitrary. If using the Indonesian language, the phrase should be Dada Ayam Tanpa Tulang (Boneless Chicken) and Irisan Daging Ayam (Chicken Fillet). Arbitrary forms that also appear in translation such as in Lulu Fresh, Jus dan Susu Segar (Fresh Milk and Juice) are translated into Fresh Juice & Milk, which if following the rule should be Fresh Milk and Juice. Both forms are interesting because in the social situation of the Indonesian language there is a form of susu segar (fresh

milk), while perhaps in English there is a form of fresh juice so that both of them appear together.

Still, in Lulu Fresh, there is also the use of a unique shape, for example on Puding which is paired with Dessert. The authors of the information board, in this case, use a dessert hyponym equalized with Pudding. Actually, he can write down Puding which is indeed the English of pudding. The effort is also to uniform the existing form of information (alignment of the form), given the other lines of information are translations (Jus dan Susu Segar-Fresh Juice & Milk; Yoghurt-Yoghurt; Minuman Dingin-Cold Beverage; Keju-Mentega-Cheese-Butter). An interesting form is also visible in Transmart, the Kasir Keranjang which translates to Basket Cashline. There is a gap of information there, which is about the word cash. The word must be captured by the buyer without linking it to the Indonesian form (tunai) because it does not appear in the Kasir Keranjang. However, the word cash in Indonesian society is actually more popular than the word tunai so without mentioned in the form of Indonesian language, even its existence blends with the form of English, the buyer is very familiar.

In the social situation of the language community, as a supermarket visitor is sometimes also faced with the demands of contextual understanding. For example on the information board: The Food Hall Kitchen; Dine & get 50% Off on food every Wednesday. More dining privileges. followed by a sentence Dapatkan potongan 50% untuk minimum transaksi Rp100.000; pembelian makanan setiap hari Rabu. Eksklusif kartu kredit dan debit Citibank Indonesia Get 50% off for a minimum of Rp100.000 transaction; purchase of food every Wednesday. Exclusive credit card and debit Citibank Indonesia. As a researcher here my opinion is if the supermarket visitors are all Indonesian, the English sentence on the information board is totally useless since its Indonesian content has provided more complete information. Conversely, if the reader is nonnative who only understands the English-speaking part, then he will lose the information about minimum transaction Rp100.000;. Such information board content is ineffective. However, the social situation of multilingual societies favors the phenomenon.

At the TipTop supermarket, the greeting of Assalamualaikum Warahmatullahi Wabarakatuh is written above the Welcome phrase in the TipTop entrance. This greeting in the interaction of social environment of society in Indonesia is very common. Similarly, the word Bismillahirmanmanirrahim under the information Meat and Chicken. There is a particular intention relating to the religious side or in this case Islam. In Islamic Religion, slaughtering cattle and chickens or cattle any legalized, it should be called

"Bismillahirrahmanirrahim". That provision seems to be held by the owner TipTop, which is useful to convince buyers that meat and chicken are available halal.

V. CONCLUSION

According to the above explanation, it appears that the language law (Law No. 24 of 2009) has not fully contained the regulation of language for foreign investors. Sentences in the law are prepared in general with the hope of overshadowing the objects that must obey obedience was not achieved. Information in the form of category of business entities, "... established or owned by Indonesian citizens or Indonesian legal entities" actually narrows the Indonesian language movement itself. In fact, the government policy that contains language ideology should be given not only to Indonesian people, but also foreigners who are interested in doing business in Indonesia.

Indonesia is a strategic country, both from its natural wealth and from the purchasing power of its people. Therefore, it is clear that many foreign investors are interested in investing in Indonesia. This is where the importance of policies that clearly regulate their existence and obligations, including in terms of rules of language use. However, a strictly enforced government policy may complicate the flexibility of foreign investors in the Indonesian market. If they fail to invest in Indonesia, the losses will also be experienced by the government of Indonesia and also the private sector.

Nevertheless, this research suggests the revision of the policy stated in Law Number 24 Year 2009 regarding Flag, Language and State Symbol, and National Anthem, namely Article 36 paragraph (3). Section paragraph (3) which reads "... established or owned by Indonesian citizens or Indonesian legal entities" is recommended to be revised into "... established in Indonesia, whether owned by Indonesian citizens or Indonesian legal entities or those owned by foreign nationals or foreign legal entities. "In addition, to support the perfection of" serving "of public spaces with good language arrangement, adequate multilingual knowledge of the manual authors or information is required. Knowledge is absolute so that irregularities in the translation of Indonesian words, phrases, clauses or sentences into foreign languages or otherwise can be done well.

This study only uses data from Jakarta, as the capital of Indonesia. Therefore, it is still open to complement and enrich this research from other regions or provinces in Indonesia so that the linguistics landscape will appear generally in various regions in Indonesia. Thus, suggestions for future government policies will be more comprehensive.

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